# FRANCHISEE ADVERTISING & PROMOTION MANUAL

## FOREWORD

This manual represents the most recently approved creative materials that are available to you as a ShowBiz Pizza Place Franchisee. Usage of the materials in this catalog will bring continuity to all of your marketing efforts. Consistent, intelligent advertising and promotions are essential to your success and are a part of the total ShowBiz image. This is why only creative materials prepared or approved prior to use by ShowBiz Pizza Place Inc., should be used in your local campaigns.

In order to protect the ShowBiz Trademark, and Service Marks of the ShowBiz characters, each franchisee must obtain prior written permission from ShowBiz Pizza Place Inc. for any locally developed advertising or marketing materials which contain the ShowBiz logo or likeness of any ShowBiz characters.

The catalog is designed to show you what materials are currently approved and available for use. A price list and order forms are included in this catalog. If there is not a price listed for the materials you are requesting, please call us for the current charges. Please note that the prices outlined in this price list were based on inventory as of April 1, 1983. Prices and availability are subject to changes based upon re-order quantities. Newspaper ad slick prices vary upon size and type. Please call Emerson/Nichols/Bailey for the current charge for veloxes in the size you need.

All franchisees will be kept updated on new materials that are available for use through mailings from Emerson/Nichols/Bailey. Updated catalog inserts and price lists will also be shipped to all franchise groups on a regular basis which will be determined by the amount of changes in each section.

If you have any questions regarding any materials outlined in this catalog, please call us here at Emerson/Nichols/Bailey.

Sincerely,

Emerson/Nichols/Bailey

Kevin D. Wilson
Director of Franchise Services

KDW/ja

SHOWBIZ ADVERTISING/MARKETING MATERIALS
Price List effective April 1, 1983

Listed below are the reproduction prices for some of the materials in the Advertising and Promotion Catalog. If you have requests for items or combinations of items not shown, call TOLL FREE:

Sheri Stinson
1-800-527-2316

Note: Franchisees may order all approved and available materials. Prices will vary because of changing quantities. When costs exceed these current estimates, franchisees will be notified before an order is filled.

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TELEVISION - section 100

1 - 30 second spot on 2" VTR.....$30.60

Additional 30 second spots on the same dub.....$ 7.35/each

Doughnut spot on 2" VTR.....$30.60

*TV spots and doughnuts also available in 3/4" and 1/2". Please call for current prices.

RADIO - section 200

1 - 30 or 60 second single spot dub.....$ 5.90

NEWSPAPER - section 300

Any ad in this section is yours to use locally. Ads vary in size and price. Please call for current ad slick charges.

OUTDOOR - section 400

30-sheet poster includes 4-color and copy section.....$50.00

"Now Open" and "Open Soon" snipes available for posters.....$ 3.65/each

*Billboard paper available in 30-sheet posters only.

YELLOW PAGES - section 500

Any ad in this section is yours to use locally. Ad vary in size and price. Please call for current ad slick charges.

GRAND OPENINGS - section 700

700-110...4-color Press Kit Folder.....$36.00 per 100
(minimum order of 50)

700-109...VIP/Press Pass with envelope.....$15.00 per 100
(minimum order of 100)

700-106/
700-107/
700-108...4 x 5 Black & White Glossy Prints.....$ .76 each
(minimum order of 50)

700-103..."No Carry Out" Sign.....$13.00 each

700-104...Name Tags.....$ 4.50 per 100
(minimum order of 100)

700-102C..$1 VIP Play Money.....$ 7.71 per 1000
(minimum order of 500)

700-102B..$5 VIP Play Money.....$ 7.71 per 1000
(minimum order of 500)

GRAND OPENINGS - section 700 (continued)

700-102A..$10 VIP Play Money.....$ 7.71 per 1000
(minimum order of 500)

SPECIAL PROMOTIONS - section 800

"LITTLE PAWS" Membership Kit.....$145.15 per kit
Kit includes 5,000 membership forms, 5,000 membership cards, 1 22" x 28" poster, and 1 counter card.

800-124..."FAMILY SPECIAL" Poster.....$ 3.05 each

800-126..."FAMILY SPECIAL" Register Topper.....$ 1.15 each

800-120..."TOKENS FOR GRADES" Poster.....$ 4.60 each

800-114..."FREE PIZZA-T-SHIRT" Poster.....$ 1.73 each

800-108..."PETTING ZOO" Poster.....$ 4.53 each

800-109..."PETTING ZOO" Register Topper.....$ 2.92 each

800-100..."CHRISTMAS COLORING CONTEST" Kit.....$112.00 per kit
Kit includes 2,000 entry forms, 3 counter cards, 2 - 22" x 28" explanation poster, 1 - 22" x 28" congratulation poster, and 5 winner tags.

POINT OF PURCHASE - section 900

900-204..."ROCK-AFIRE" Poster.....$ 2.25 each

900-113A.."OPEN SOON" Poster.....$ 5.00 each

900-113B.."NOW OPEN" Poster.....$ 5.00 each

PHOTOS - section 1100

Photo charges vary with quantity. Please call for current prices.

MISCELLANEOUS - section 1200

1200-227..."BILLY BOB'S BONUS BOOK".....$49.65 per 1000
(minimum order of 500)

1200-226..."COMMENT CARD - PEPSI".....$ 3.60 per 100
(minimum order of 400)

1200-225..."COMMENT CARD - COKE".....$ 3.60 per 100
(minimum order of 400)

1200-122..."BILLY BOB-O-GRAM" with envelopes
No Imprint.....$18.00 per 100
(minimum order of 100)

1200-121A.."REGISTRATION FORM".....$ 6.00 per 1000
(minimum order of 1000)

1200-121B.."ENTRY BLANK".....$ 9.35 per 1000
(minimum order of 1000)

1200-117..."MAGNETIC SIGN".....$20.00 each

1200-119..."VIP LUNCHEON" Card.....$13.30 per 1000
(minimum order of 500)

1200-106..."BILLY BOB BUCKS".....$ 4.00 per 1000
(minimum order of 1000)

(All prices F.O.B. Irving, Texas. Shipping and sales tax where applicable additional.)

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| 1200 | Miscellaneous |

SHOWBIZ PIZZA PLACE®

- Target Audience
- Best Times for ShowBiz
- Commercial Lengths
- Frequency of Usage
- Cost
- Materials

DOUGHNUT

| | |
|---|---|
| | Share the Fun Instrumental under throughout |
| Dick Van Patten, going into a ShowBiz Pizza Place. Other families in background also entering. | Dick: EVERY TIME I COME TO A SHOWBIZ PIZZA PLACE THERE'S SOMETHING SPECIAL! |
| Dick playing a video game | SHOWBIZ HAS THE NEWEST GAMES AND RIDES, |
| Dick, in showroom eating pizza, watches the Rock-Afire Explosion | THE FANTASTIC ROCK-AFIRE EXPLOSION, |
| Dick, Close up on camera near pickup counter | AND RIGHT NOW, THERE'S A NEW SOMETHING SPECIAL AT SHOWBIZ! |
| (Blank video for local insert) | (Instrumental continues with no announcer, for local insert) |

Total time available: 12 seconds.....

| | |
|---|---|
| ShowBiz sig | (jingle:) AT SHOWBIZ PIZZA PLACE! |

- Best Times for ShowBiz
- Commercial Length
- Frequency of Usage
- Radio Cost
- Materials

"PIZZA PARTY FOR 4" 30 seconds long

ShowBiz instrumental jingle under throughout

Announcer: HERE'S DICK VAN PATTEN FOR SHOWBIZ PIZZA PLACE.

Dick Van Patten: EVERY TIME I COME TO A SHOWBIZ PIZZA PLACE, THERE'S SOMETHING SPECIAL. SHOWBIZ HAS THE NEWEST GAMES AND RIDES, THE FANTASTIC ROCK-AFIRE EXPLOSION, AND NOW, THERE'S A NEW SOMETHING SPECIAL AT SHOWBIZ:

Announcer: HAVE A PIZZA PARTY FOR FOUR FOR JUST NINE-NINETY-FIVE. TREAT YOURSELF TO A SCRUMPTIOUS LARGE PIZZA WITH ONE TOPPING, A PITCHER OF COCA-COLA, AND TEN GAME TOKENS FOR JUST NINE-NINETY-FIVE.

(room for local announcer)

DOUGHNUT (with $9.95 Special)

| | |
|---|---|
| Dick Van Patten in front of ShowBiz | EVERY TIME I COME TO A SHOWBIZ PIZZA PLACE, THERE'S SOMETHING SPECIAL! |
| Dick playing video game | SHOWBIZ HAS THE NEWEST GAMES & RIDES, |
| Dick eating pizza and watching the Rock-Afire stage show | THE FANTASTIC ROCK-AFIRE EXPLOSION, |
| Dick, CU, at pickup window | AND RIGHT NOW THERE'S A NEW SOMETHING SPECIAL AT SHOWBIZ! |
| Super: Pizza Party $9.95 | (ANNOUNCER V.O.:) HAVE A PIZZA PARTY |
| over video of 4 people having a pizza party in front of stage show | FOR FOUR FOR JUST NINE-NINETY-FIVE! |
| Woman serving pizza at pickup windows | TREAT YOURSELF TO A SCRUMPTIOUS LARGE PIZZA WITH ONE TOPPING, |
| Pitcher of Coca-Cola, pouring it into cups | A PITCHER OF COCA-COLA, |
| game tokens | AND TEN GAME TOKENS FOR JUST NINE-NINETY-FIVE. |
| 4 people having pizza party | BUT HURRY! THIS OFFER IS LIMITED! |
| ShowBiz sig | (jingle:) AT SHOWBIZ PIZZA PLACE! |

"TEENS" 30 & 60 seconds long

Singers: MMMMM-MMMMMMMM FUN IS MADE FOR SHARING SHARE THE FUN
AT SHOWBIZ PIZZA PLACE. MEET YOUR FRIENDS AT SHOWBIZ,
EAT WITH FRIENDS AT SHOWBIZ, PLAY NEW GAMES AT SHOWBIZ,
SHOWBIZ PIZZ PLACE. BRING A DATE TO SHOWBIZ, THE PIZZA'S
GREAT AT SHOWBIZ, SHARE SOME GRINS AT SHOWBIZ,
SHOWBIZ PIZZA PLACE.

(Announcer:) AFTER SCHOOL OR AFTER THE GAME, SHOWBIZ IS THE PLACE TO BE.
SHOWBIZ HAS THE NEWEST GAMES, AND MORE OF 'EM. YOU CAN
COME WITH FRIENDS, OR COME BY YOURSELF AND MAKE FRIENDS.
SHOWBIZ PIZZ PLACE -- GOOD FOOD AND GOOD FUN.

(singers) SHARE IT -- OOOOOOOOO SHARE IT

(Announcer:) WHAT'RE YOU WAITIN' FOR? COME ON DOWN TO SHOWBIZ AND
SHARE THE GREAT FOOD AND GREAT NEW GAMES.

Singers: SHARE THE FUN COME ON AND SHARE THE FUN AT SHOWBIZ PIZZA PLACE!

There are 3 versions of this: one :30 full sing, one :30 sing with Announcer, and the :60 version described above.

"THEME" doughnuts

Singers: FUN IS MADE FOR SHARING, SHARE THE FUN AT SHOWBIZ PIZZA PLACE. WE'VE GOT SINGIN' FUN AT SHOWBIZ, EATIN' FUN AT SHOWBIZ, ELECTRONIC FUN AT SHOWBIZ, SHOWBIZ PIZZA PLACE. WE'VE GOT BIG KIDS FUN AT SHOWBIZ, LITTLE KIDS FUN AT SHOWBIZ, FAMILY FUN AT SHOWBIZ, SHOWBIZ PIZZA PLACE. . .

(instrumental continues under, leaving space for a local announcer)

SHARE THE FUN, COME ON AND SHARE THE FUN AT SHOWBIZ PIZZA PLACE!

(instrumental continues briefly for local announcer)

There are varying lengths to the space available for local announcers. Times range from 22 seconds through 29 seconds to 40 seconds.

Also available:

ShowBiz instrumental jingle with tag "Share the Fun, Come on and Share the Fun at ShowBiz Pizza Place" :30

ShowBiz instrumental only, :30 and :60

200-004 "INSTRUMENTAL"

"PIZZA QUALITY" 30 seconds long

(Instrumental ShowBiz jingle under throughout)

Announcer: HERE'S DICK VAN PATTEN FOR SHOWBIZ PIZZA PLACE.

Dick van Patten: IT'S GREAT PIZZA AT LOW PRICES. THAT'S WHY A SHOWBIZ SELLS MORE PIZZA THAN ANYONE ELSE. SHOWBIZ MAKES FRESH DOUGH EVERY DAY, HEAPS ON REAL CHEESE AND QUALITY TOPPINGS, THEN BAKES IT IN SPECIAL OVENS TIMED TO THE SECOND. YOU'LL STAY FOR THE NEWEST GAMES AND RIDES. . . YOU'LL LOVE OUR SHOW. . .BUT IT'S THE PIZZA THAT KEEPS YOU COMING BACK TO SHOWBIZ.

(Room for local announcer: six seconds)

"HOT NEW GAMES" 30 seconds long

(SFX: various video games)

ANNOUNCER: LOOKING FOR THE HOTTEST NEW VIDEO GAMES IN TOWN?

WE'VE GOT JOUST (SFX: Joust game). . . Q*BERT (SFX: Q*Bert)

BABY PAC MAN (SFX: Baby Pac Man) . . . POPEYE (SFX: Popeye)

AND MORE!

OVER SIXTY VIDEO AND COMPUTER GAMES, INCLUDING YOUR

ALL-TIME FAVORITES. . . ALL AT SHOWBIZ. . .AND REMEMBER,

IF IT'S HOT, WE GOT! (SFX Video games under to end)

(ShowBiz jingle:) AT SHOWBIZ PIZZA PLACE!

"DO YOURSELF A FAVOR" 30 seconds long

(ShowBiz jingle under throughout)

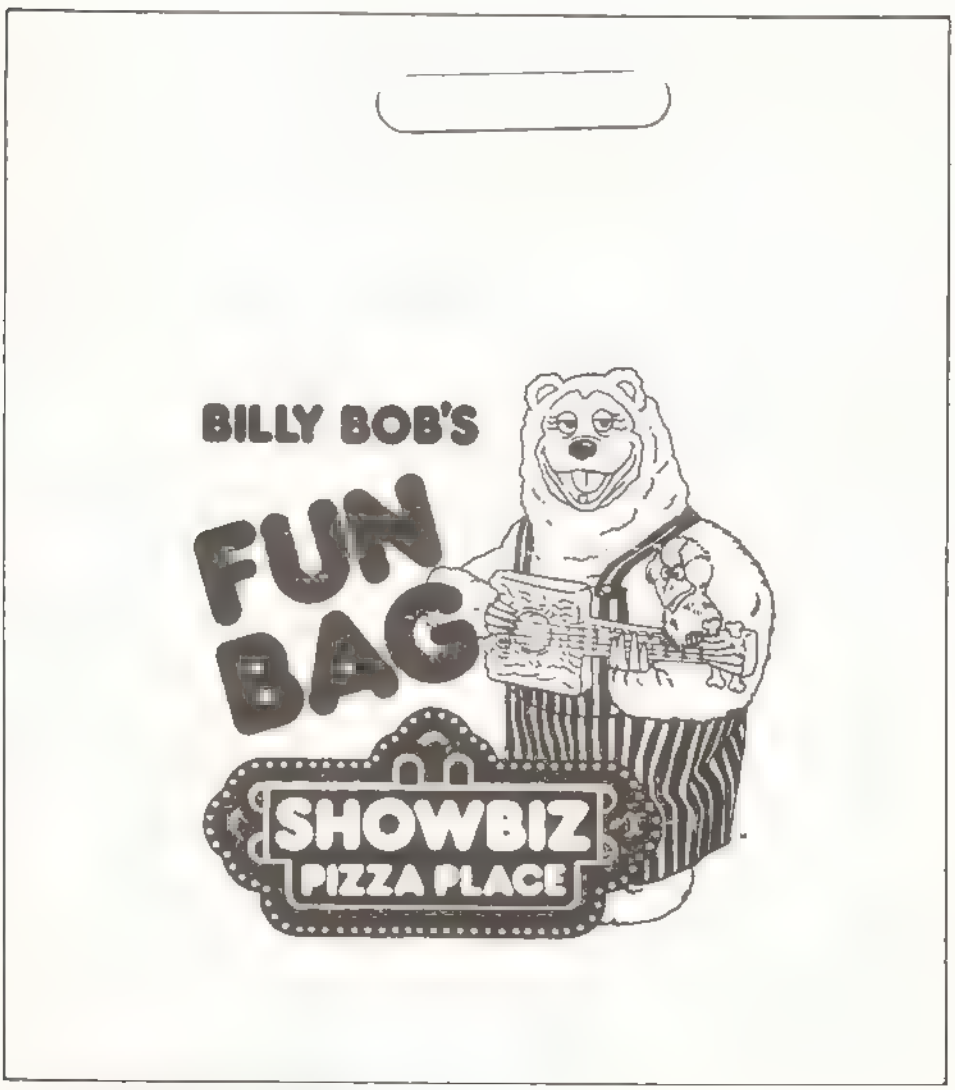
Dick van Patten: HI! I'M DICK VAN PATTEN. IF YOU'RE TAKING THE KIDS OUT TO EAT, DO YOURSELF A FAVOR: TAKE 'EM TO SHOWBIZ PIZZA PLACE. THE PIZZA'S GREAT AND WHILE YOU'RE EATING THERE'S A WHALE OF A SHOW GOING ON. AFTER DINNER THE KIDS CAN'T WAIT TO GET TO THE PLAYROOM WHERE THERE ARE OVER SIXTY ELECTRONIC GAMES -- AS WELL AS RIDES AND FUN FOR THE LITTLE ONES. DO YOURSELF A FAVOR -- SHARE THE FUN WITH YOUR FAMILY AT SHOWBIZ PIZZA PLACE!

(two alternate endings available: one with room for local announcer,
one with the end to the jingle:
SHARE THE FUN, COME ON AND SHARE THE FUN
AT SHOWBIZ PIZZA PLACE)

SHOWBIZ PIZZA PLACE®

- Placement
- Size
- Newspaper Cost
- Materials

300-608 4 COLOR "SHELL" NEWSPAPER INSERT 8½" x 11"




1200-202 BILLY BOB FUN BAG
10½ x 12" white plastic bag printed
red, black & yellow

SHOWBIZ PIZZA PLACE

SAMPLE

# For Lunch..We're The Quicker Pizza Fixer

A quick Mini Cheese Pizza... Fresh, fast and filling for...

**$0.00**

SHOWBIZ PIZZA PLACE

**FREE TOKENS WITH FOOD ORDER!**

[LOCAL ADDRESS]

300-602

# Fresh Roast Beef For Lunch

We cook a roast each morning, then slice it for your fresh roast beef sandwich for lunch...

**$0.00**

SHOWBIZ PIZZA PLACE

**FREE TOKENS WITH FOOD ORDER!**

[LOCAL ADDRESS]

300 603

SAMPLE

# OURS IS TOO GOOD TO GIVE AWAY, BUT...

# WE'LL HONOR ANY PIZZA RESTAURANT COUPON!*

Because the food and fun at ShowBiz Pizza Place are so good, we don't usually give them away. But, so YOU can find out what a great place it is, through April __th, we'll honor any pizza restaurant coupon for food, drink or game tokens.

**SENSATIONAL FREE SHOWS! • 60 NEW GAMES!**

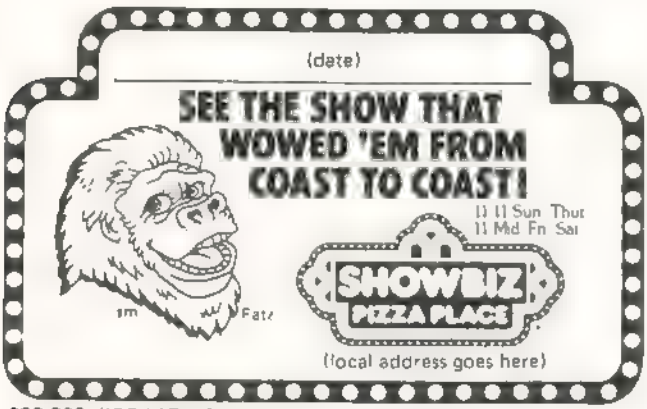
SHOWBIZ PIZZA PLACE®

[LOCAL ADDRESS]

*No coupon books. One coupon per customer per visit. Cannot be used with other special offers. Good only in . ShowBiz employees & their families not eligible.

300-318 "GREAT P ZZA" AD 2 column x 2"

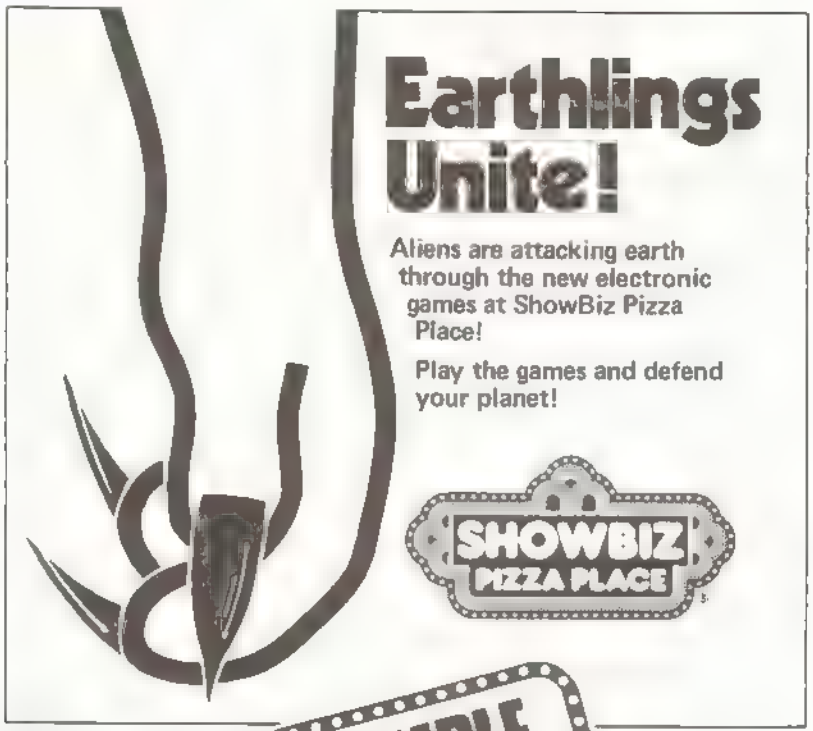
300-319 "ANIMATED SHOWS AD 2 column x 2'




300-320 "COAST TO COAST" AD 2 column x 2"

300-321 "HOTTEST GAMES" AD 2 column x 2"

300-129 "BIRTHDAY" AD

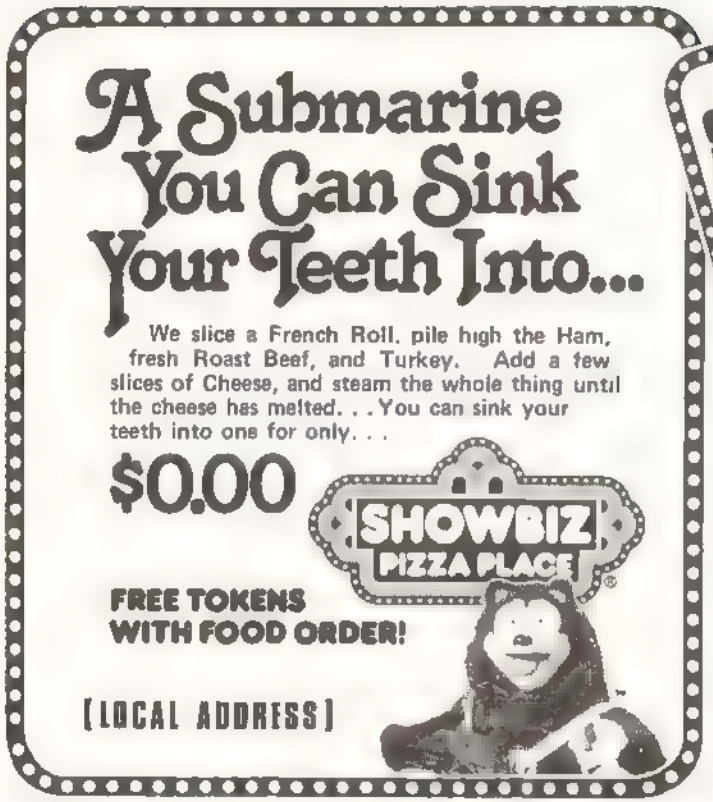



300-200

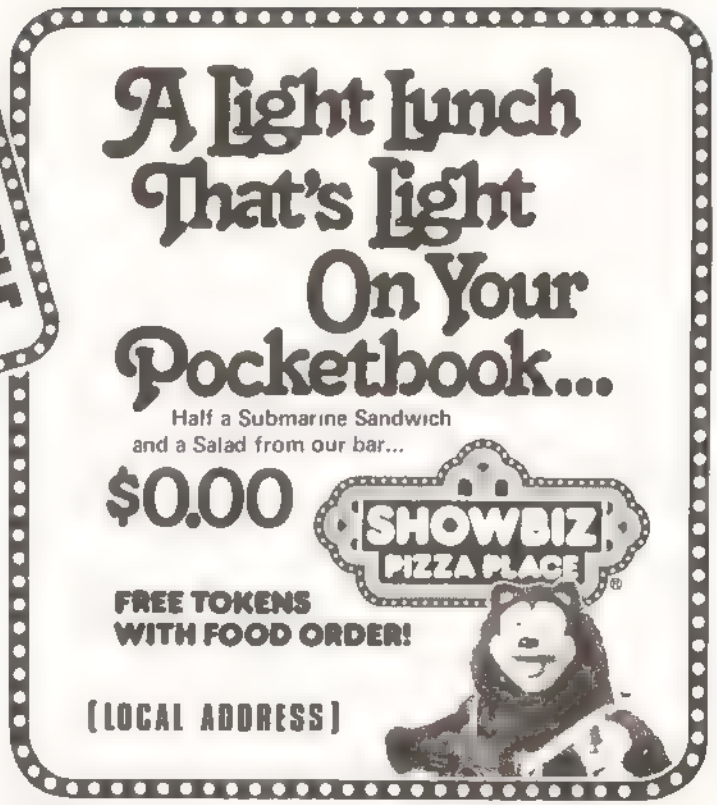
SAMPLE

300 201

SHOWBIZ PIZZA PLACE




300-600




300 601

OUTDOOR

SHOWBIZ PIZZA PLACE®

- Location of Billboards
- Number of Billboards
- Size of Billboards
- Materials

400-103 "VAN PATTEN" 4 color

- Background
- Materials

- Importance & Procedure
- Personal Appearances of Billy Bob
- Charitable Tie-Ins
- Commercial Organization Tie-Ins
- DO's and DON'TS
- Materials

PUBLIC RELATIONS

Section 600

## PUBLIC RELATIONS

Since SHOWBIZ PIZZA PLACE is a family oriented operation, it lends itself well to public relations efforts. Therefore your posture as a SHOWBIZ franchisee should be one of community involvement. Community and charitable organizations are always looking for help from local businessmen and offer numerous avenues for free publicity for SHOWBIZ. Following is a discussion of the various steps involved in a well managed public relations effort. Remember, public relations is as important as other forms of promotion, since it enables you to obtain free advertising for SHOWBIZ.

Step 1. Prepare a list of the names and business addresses of all of the newspaper, radio and TV news editors and directors. This list should be used to periodically disseminate timely news releases about SHOWBIZ. This list should be prepared even before your restaurant nears opening. Every effort should be made to get publicity as soon as possible after you have signed the franchise agreement, selected a sight or started construction. In addition to preparing this list, every effort should be made to meet these people personally, so that they will be favorably disposed to use your PR material.

Step 2. Prepare a list of charitable organizations in your community and begin contacting them to offer SHOWBIZ's assistance with any fundraising projects they may have planned. Billy Bob has proven to be a great drawing card at fundraisers and offers you an excellent lead to involvement in such projects. Remember, any cost involved in these charitable events is tax deductible as a charitable contribution. Included in this should be various associations like the Heart Association, American Cancer Society, Kidney Foundation, church groups, schools, and other projects like the Special Olymics. The possibilities to help others and obtain favorable PR for SHOWBIZ are endless.

Step 3. Make every effort to join local service groups and business organizations like the Jaycees and the Chamber of Commerce. This will give you easy access to knowledge of upcoming events that Billy Bob can participate in such as parades, circuses, rodeos, etc.

Step 4. As your restaurant nears completion, or shortly after opening, be sure to contact local TV and radio talk show hosts to try to obtain appearances on their shows for you and Billy Bob. Remember, SHOWBIZ is still a revolutionary concept in most markets and has a great deal of news value.

Following are samples of successful public relation ideas.

## PERSONAL APPEARANCES BY BILLY BOB

Experience has shown that any personal appearance by Billy Bob results in increased business the same day.

Personal appearances can include parades, schools, half-time at sports events, shopping center malls, fairs, carnivals, television talk shows ... anywhere there is an audience.

At some of the events where prizes are given, Billy Bob can donate prizes such as T-shirts, game tokens and/or a combination of various items from the gift shop which bear SHOWBIZ PIZZA PLACE identification.

When making personal appearances, Billy Bob should be accompanied by at least one person since he cannot speak and because the curiosity of children sometimes causes them to poke or pull at the costume.

## TIE-INS WITH CHARITABLE ORGANIZATIONS

Billy Bob's unique appearance and instant recognizability make him a natural for working with charitable organizations.

He can make personal appearances and his likeness can be used on bumper stickers, posters, pamphlets, etc.

In the event that Billy Bob's likeness or that of any other SHOWBIZ character, or the SHOWBIZ logo is to be used for promotional materials not contained in this manual and not previously authorized, prior written approval must be obtained from SHOWBIZ PIZZA PLACE, INC.

The Mental Health Associations of Kansas, Louisiana, Missouri and Oklahoma used Billy Bob as their Honorary ChairBear with the slogan: BILLY BOB SEZ: Mental Health Feels Good!

If no other participation is possible, a free tokens coupon ad in the organization's program will show you support and create additional business at the same time.

Any assistance to charitable organizations should result in good coverage by the media for your restaurant.

## TIE-INS WITH COMMERCIAL ORGANIZATIONS

Commercial tie-ins are often possible through your suppliers and will generate additional business as well as free publicity.

For instance, the total price of a product can be donated to a charity when the supplier is willing to donate the product and your restaurant donates the containers, service, etc.

One restaurant, for very little cost, joined a soft drink supplier in a bottle cap promotion. The bottle cap could be exchanged for a free soft drink at the SHOWBIZ PIZZA PLACE restaurant involved.

## PUBLIC RELATIONS

## DO's AND DON'TS

### DO's

1. Treat public relations as a serious part of your SHOWBIZ promotion. If you don't have enough time to personally handle it properly, assign someone in your organization to handle it who is dependable.
2. When you approach news editors or directors for PR be sure to emphasize the news value of the story, not the commercial value to SHOWBIZ.
3. Look for every possible opportunity to get Billy Bob in front of an audience. The recognition value gives a tremendous boost to your sales.
4. When you communicate in writing with community or charitable groups use the Billy-Bob-Ograms for a strong visual tie-in.
5. When you send a press release to newspapers or TV stations, always include a pertinent photo whenever possible.

### DON'TS

1. Don't send Billy Bob out to a promotional event alone. Be sure at least one other person goes with him since he cannot talk and since small children sometimes get excited and pull at his costume.

2. When you communicate with newspaper editors and radio & TV news directors in writing do not use Billy Bob-O-grams because of their commercial overtones.
3. Do not use the last names of the various SHOWBIZ characters when referring to them for PR purposes. Use only their first names Billy Bob, Fatz, Mitzi, etc.

## TIE-IN WITH MOVIE THEATRES

Research has shown that one of our prime competitors, when it comes to pure family entertainment, are movie theatres. Therefore, tie-ins or joint promotions with movie theatres have been advantageous for SHOWBIZ PIZZA PLACE.

Basically there are two types of tie-ins with movie theatres that have been successful. The first is a simple promotion whereby ShowBiz will give four free game tokens to anyone who brings in their ticket stub from a participating theatre. This promotion builds traffic by encouraging families to include SHOWBIZ in evening entertainment, even if they previously intended to only attend a movie. For this promotion to be mutually beneficial, both the theatre and SHOWBIZ must advertise the promotion within their facilities. This is normally done by using wall posters or counter cards.

## REEL MEAL DEAL

The second type of joint promotion with theatres is called the "Reel Meal Deal". This promotion packages together various food items with movie tickets into an attractive entertainment package. The price of the Reel Meal Deal package should be lower than the total of the individual items if they were purchased separately, including the movie tickets. To accomplish this price incentive you should arrange to

purchase the movie tickets from the theatre at a discount price. By adding the discounted tickets to the food package it makes a very attractive price promotion, called the "Reel Meal Deal".

GRAND OPENING

SHOWBIZ PIZZA PLACE

- Publicity & Procedure
- Materials

SHOWBIZ PIZZA PLACE FACT SHEET

_____ SHOWBIZ PIZZA PLACE
_____ . _____
_____
Phone - _____
Manager - _____
Hours - 11 a.m. to 11 p.m. Sunday through Thursday,
11 a.m. to midnight Friday and Saturday
Building Area - _____ sq. ft.

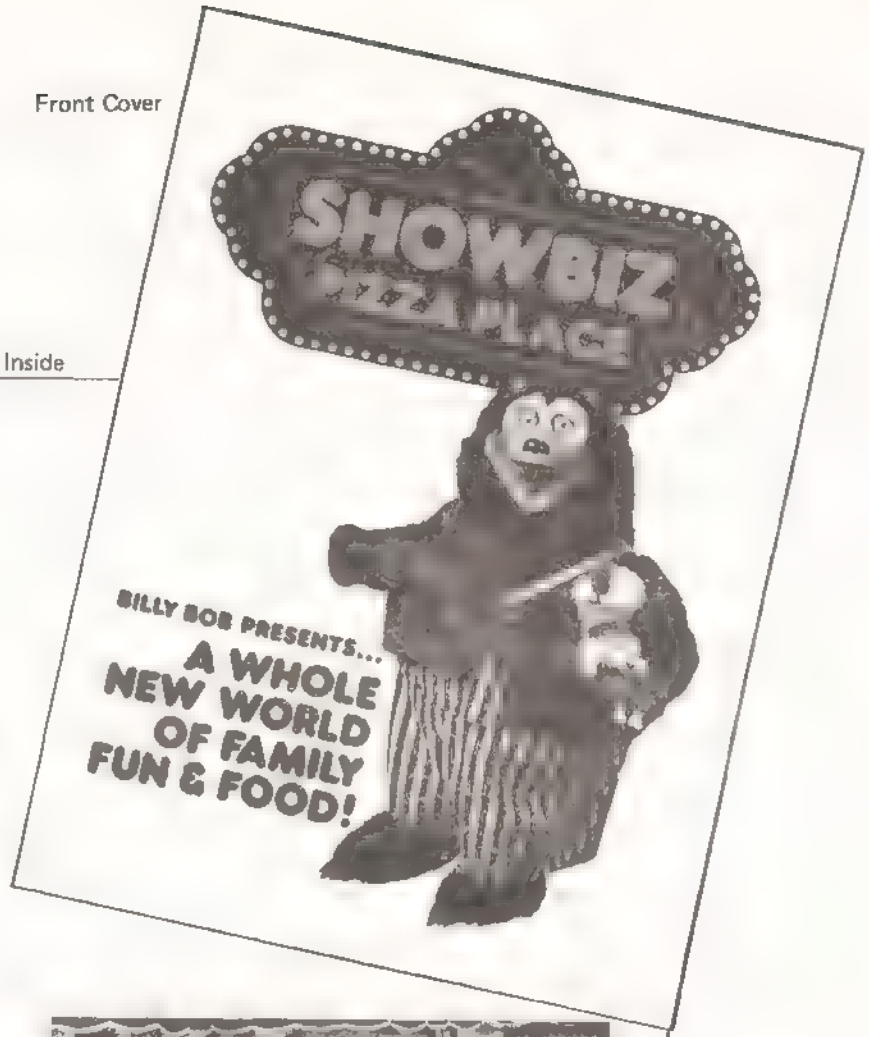
(FRANCHISEE INFORMATION)

SHOWBIZ PIZZA PLACE, INC.
Home Office - Irving, Texas
First ShowBiz Pizza Place - Kansas City, MO, opened March 3, 1980;
___ company-owned centers and __ franchised centers now open.
Locations now open or opening soon - Abilene, TX; Akron; Albuquerque; Alexandria; Alton, IL; Amarillo; Anderson, IN; Appleton, WI; Athens, GA; Atlanta (5); Augusta, GA; Austin (2); Bakersfield, CA; Baton Rouge; Benton Harbor, MI; Birmingham (3); Bradenton, FL; Buffalo, NY (2); Cedar Falls, IA; Cedar Rapids, IA; Charleston, SC; Charlotte, NC; Chattanooga, TN; Chicago (7); Cincinnati (3); Colorado Springs (2); Columbia, MO; Columbus, GA; Columbus, OH (3); Dallas (7); Davenport, IA; Dayton; Decatur, IL; Denver (4); Des Moines; Detroit (3); Dublin, CA; Evansville, IN; Farmington, MI; Fayetteville, AR; Flint, MI; Ft. Collins, CO; Ft. Lauderdale; Ft. Wayne, IN; Ft. Worth (3); Grand Rapids; Green Bay; Greenville, SC; Honolulu; Houston (6); Huntsville, AL; Hutchinson; Indianapolis (4); Jackson, MI; Jacksonville, FL (2); Kansas City, MO (3); Kansas City, KS (2); Knoxville (2); LaCrosse; Laurel, MD; Lincoln; Little Rock; Longview, TX; Los Angeles (2); Lubbock; Macon, GA; Madison, WI; Memphis; Milwaukee (2); Mobile; Montgomery; Minneapolis/St. Paul (4); Muskegon, MI; Nashville (2); New Orleans (3); Oak Lawn, IL; Oklahoma City (3); Omaha (2); Orlando (3); Paducah, KY; Pensacola; Peoria; Pittsburgh; Reading, PA; Reno; Sacramento; Saginaw; Salina, KS; Salt Lake City; San Angelo, TX; San Antonio; San Diego (2); Savannah; Seattle (2); Shreveport; South Bend; Springfield, IL; Springfield, MA; Springfield, MO; Springfield, OH; St. Louis (3); St. Petersburg; Tampa (2); Terre Haute; Topeka; Torrance; Tulsa; Tuscaloosa, AL; Vallejo, CA; Visalia, CA; W. Lafayette, IN; Wichita, KS (2); Wichita Falls, TX; Wilmington, DE; and York, PA.

CREATIVE ENGINEERING, INC. (Creators of the animated entertainment)
Aaron Fechter, President
Home Office - Orlando, Florida

-more-

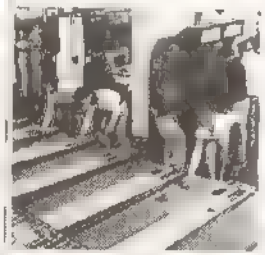
Front Cover




Inside

## COME FOR THE PIZZA... STAY FOR THE FUN!

GREAT FOOD!



OVER 60 GAMES!

SENSATIONAL FREE SHOWS!

FOR MORE INFORMATION CONTACT:

ShowBiz Pizza Place Inc
2209 W. 29th Street
Topeka, Kansas 66611 U.S.A.
(913) 266-7321
Telex 437187

700-110 9" x 12" "PUBLICITY FOLDER" printed in 4 color

SHOWBIZ PIZZA PLACE®

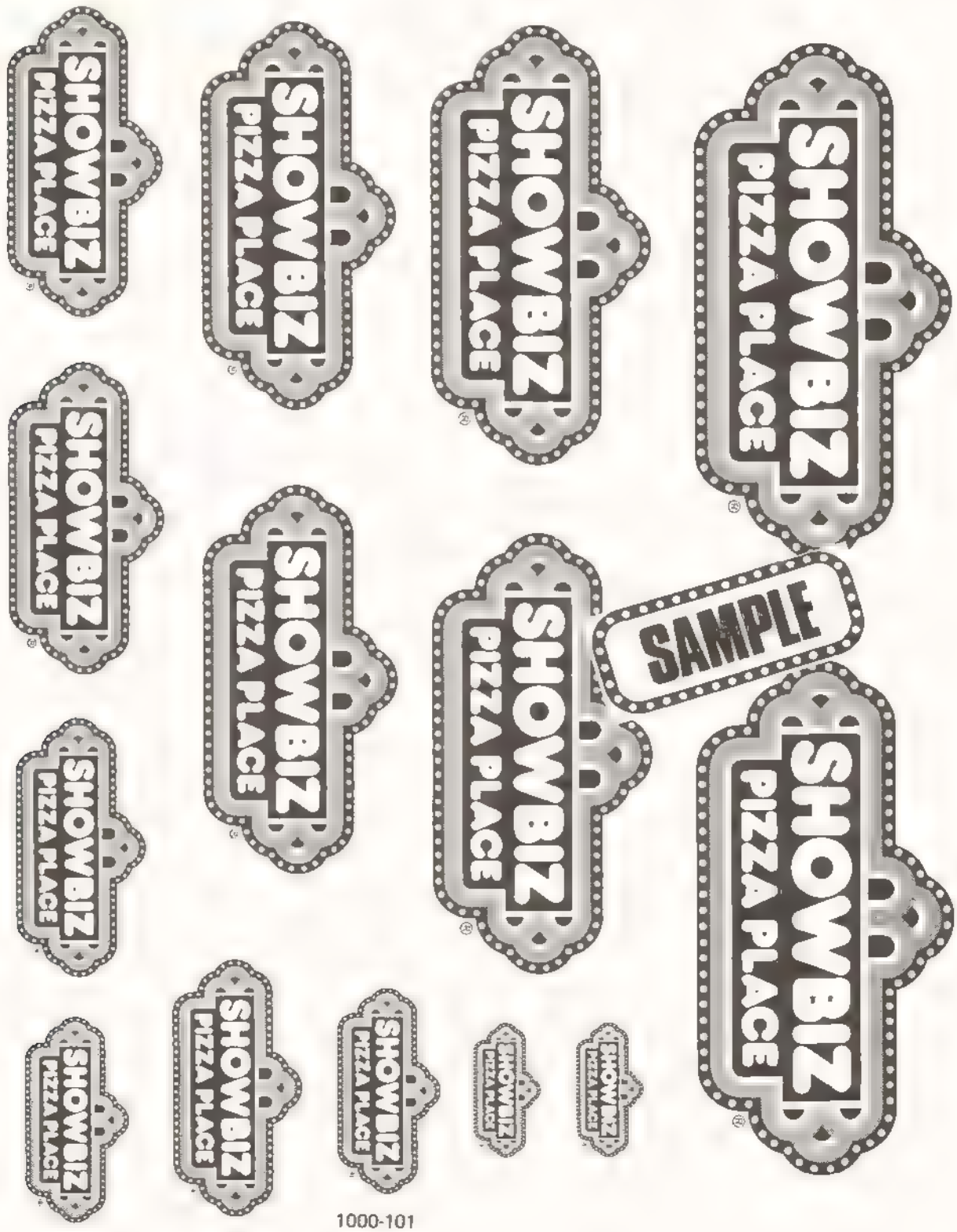
- Currently Available Promotions

POINT OF PURCHASE

SHOWBIZ PIZZA PLACE®

- Point of Purchase Advertising
- Materials

- Logo Sheets


SHOWBIZ PIZZA PLACE
SAMPLE

1000 100 4 COLOR LOGO SHEETS 11" x 17"

300-300

300-301

300-302

- Photographs

1100-212 SPORTS ROOM

1100-209 SKEE BALL

1100-208 FATZ

1100-213 PIZZA MAKING

1100-211 ROLFE

SHOWBIZ PIZZA PLACE

## ADVERTISING & PROMOTION MANUAL

Available in color or black & white.

1100-100

1100-101

1100-102

1100-103

SHOWBIZ
PIZZA PLACE

SHOWBIZ PIZZA PLACE

## YOUR COMMENTS PLEASE

May we please have your comments on our food and service? Please complete this form and drop it into a convenient mailbox. The postage is pre-paid. Thank you

1. Food Quality: Very Poor Poor Average Good Excellent
2. Food Temperature: Cool Warm Hot
3. Service: Slow Fast
4. Service: Not Friendly Friendly
5. Cleanliness: Poor Average Good
6. Price: Low Average High
7. What did you order: Pizza Sandwich Other
8. How do you rate the animated show: Poor Average Good
9. Comments Suggestions: _____

Please detach before mailing

## A COKE FOR YOUR THOUGHTS

Thank you very much for taking the time to give us your comments. You may present this coupon to the cashier and receive a free regular coke for your efforts.

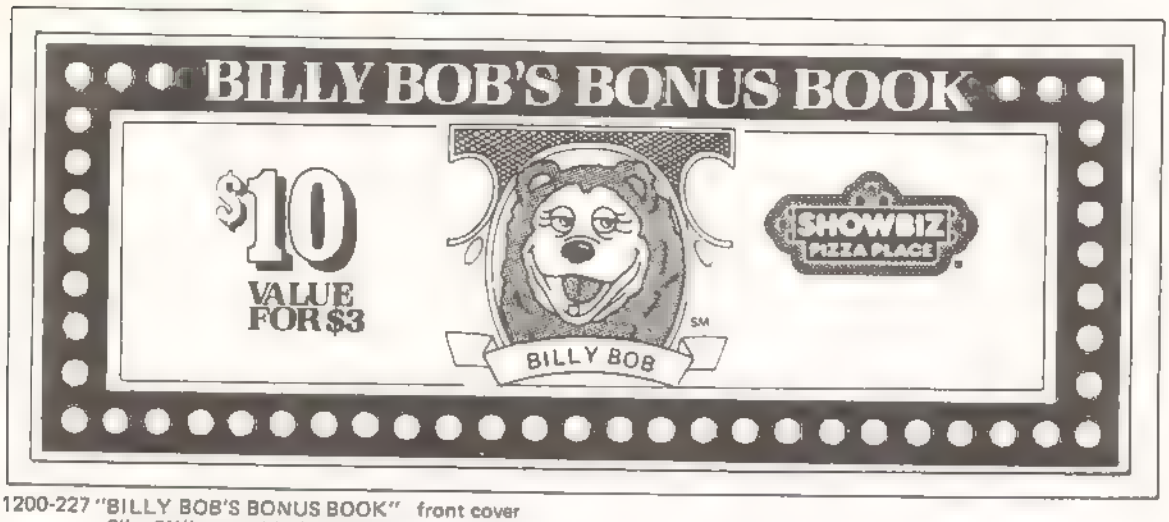
SHOWBIZ PIZZA PLACE

Limit One Per Customer
Participating Restaurants Only

(Your address here)

Share the Fun!

1200-225 "COMMENT CARD WITH COKE" inside outside
black on yellow




1200-227 "BILLY BOB'S BONUS BOOK" front cover
6" x 2¼" green, black, on white

Inside pages of Billy Bob's Bonus Book

ins de pages of Billy Bob's Bonus Book

# BILLY·BOB·O·GRAM

Name
Address
City

Date

Dear _____,

I would like to invite your Sunday School Class to come see me at ShowBiz Pizza Place. My friends and I perform a different show every few minutes.

For about $____ to $____ per person, your class can enjoy a special tour of ShowBiz Pizza Place, watch several of our shows and have pizza and soft drinks for everyone!

These tours are available by appointment only, during the following hours:_____. Just call_____.

YOUR PAL,

BILLY BOB
SHOWBIZ PIZZA PLACE
Store Location
Telephone Number

# BILLY BOB-O-GRAM

Name
Address
City

Date

Dear First Name,

Win or lose...I know you have to unwind somewhere after a game...and you can do it at ShowBiz Pizza Place.

So...
the first pitcher of beer is only a penny...
if at least six members of your team come in...
in uniform...
after a game.

Our Sports Room is ideal for splitting a couple of pizzas, rehashing the game or playing our sit-down electronic games.

You don't have to make a reservation. Just walk in after a game... with at least six members of the team in uniform...and ask for your penny pitcher of beer.

YOUR PAL,

BILLY BOB
SHOWBIZ PIZZA PLACE
Location
Telephone Number

SHOWBIZ PIZZA PLACE

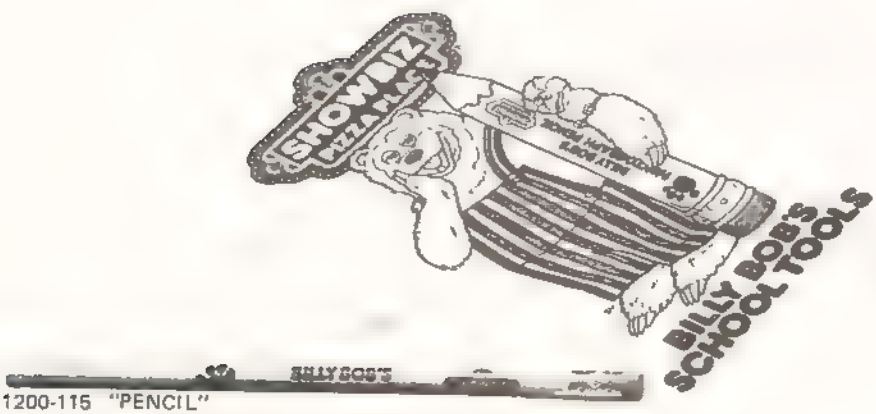
# SENSATIONAL FREE SHOWS!

## 60 NEW GAMES!

1200-117 "MAGNETIC SIGN" 22" x 28"
red, black, yellow on magnetized
rubber material

1200-119 "VIP LUNCHEON" 2" x 3½" card,
2-sided, red, black & yellow

1200-118 "SHARE THE FUN BUTTON"
3" in diameter red, black, on yellow




1200-115 "PENCIL"

1200-116 "RULER"

1200-114 "SCHOOL KIT" plastic bag printed black, red, yellow, on white

# BILLY BOB'S BUSYTIME BOOK

- 48 pages of coloring and activity fun!
- Full of your favorite ShowBiz characters!

only

ON SALE NOW IN THE GIFT SHOP!

1200-110 "BUSY TIME COLOR BOOK" 11" x 14"
counter card with easel
full color

HERD WHO'S COMING?

**SHOWBIZ PETTING ZOO!**

SHOWBIZ PIZZA PLACE

(local address goes here)

800-110 "WHO'S COMING" 2 column x 2" newspaper ad

COME SEE WHO'S FLOCKING TO SHOWBIZ!

**SHOWBIZ PETTING ZOO!**

SHOWBIZ PIZZA PLACE

(local address goes here)

800-111 "WHO'S FLOCKING" 2 column x 2"

BRING THE WORLD OF ANIMALS CLOSER TO YOU!

**SHOWBIZ PETTING ZOO!**

SHOWBIZ PIZZA PLACE

(local address goes here)

800-112 "WORLD OF ANIMALS" 2 column x 2"

A WHOLE HERD OF FUN FOR THE KIDS!

# SHOWBIZ PETTING ZOO

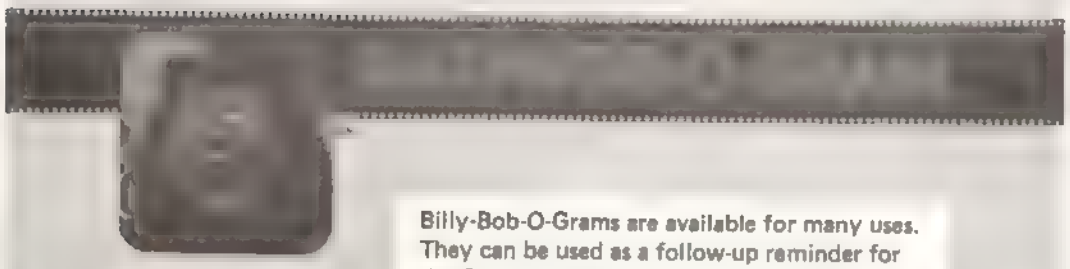
Meet all Billy Bob's traveling friends:
Pet a pigmy goat and pat a pony! Love a llama and stroke a snake! Feed the pheasant family and cuddle a cute baby bear!
Tickets ONLY at Showbiz:
$1 each or 1 FREE with every $10 purchase.

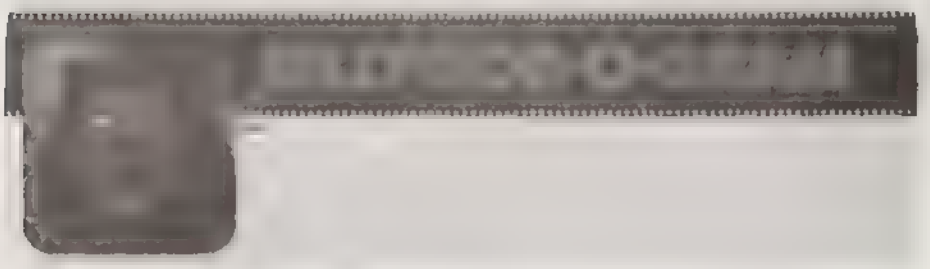
SHOWBIZ PIZZA PLACE

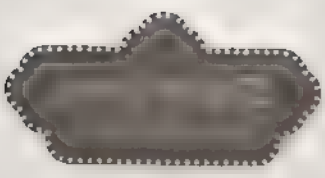
(local address goes here)

800-113 "WHOLEHERD" 2 column x 2"

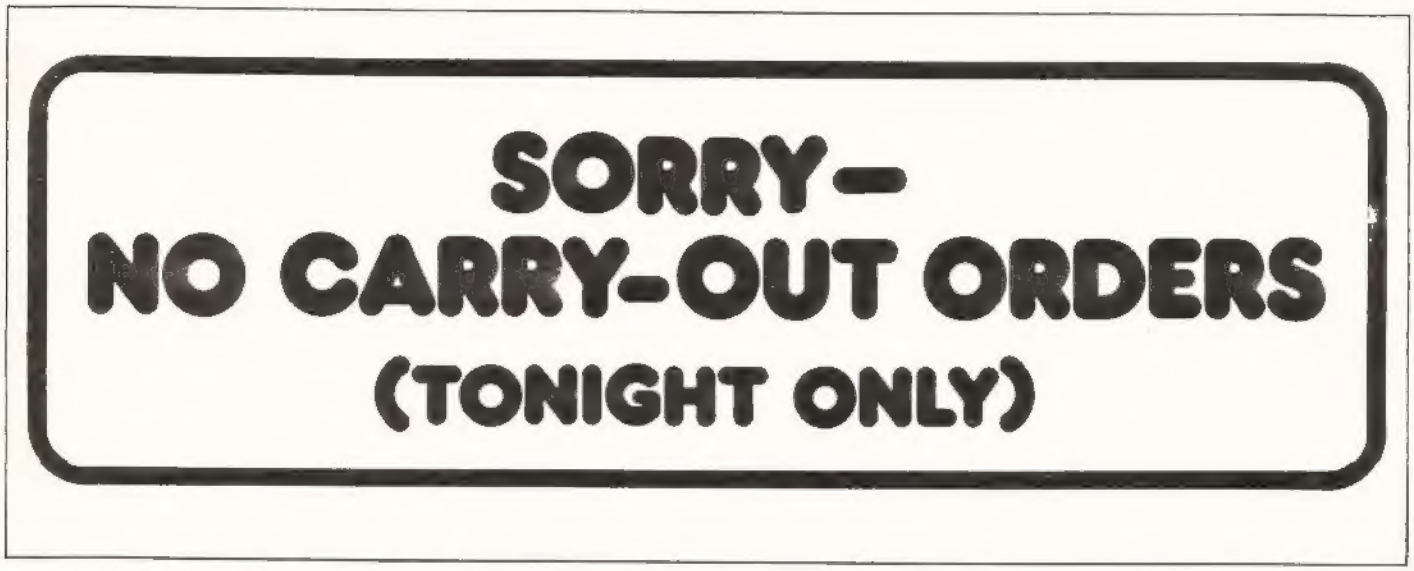
Billy-Bob-O-Grams are available for many uses. They can be used as a follow-up reminder for the Grand Opening VIP party, community events, etc. They are available for your personal message. The following are just two examples of how the Billy-Bob-O-Grams can be utilized.



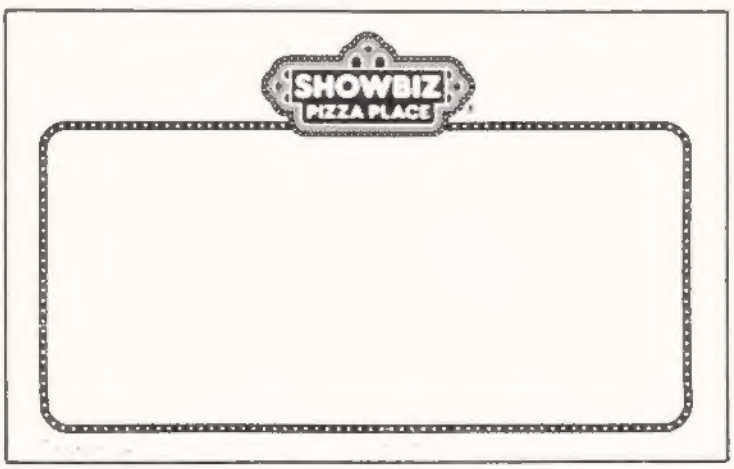




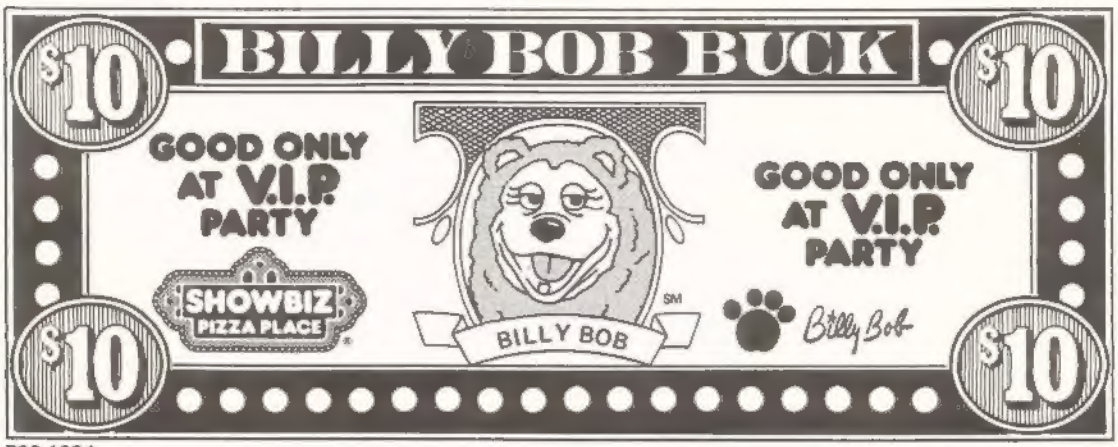
1200-122 BILLY BOB-O-GRAM
8½" x 11" full color letterhead
with window envelopes



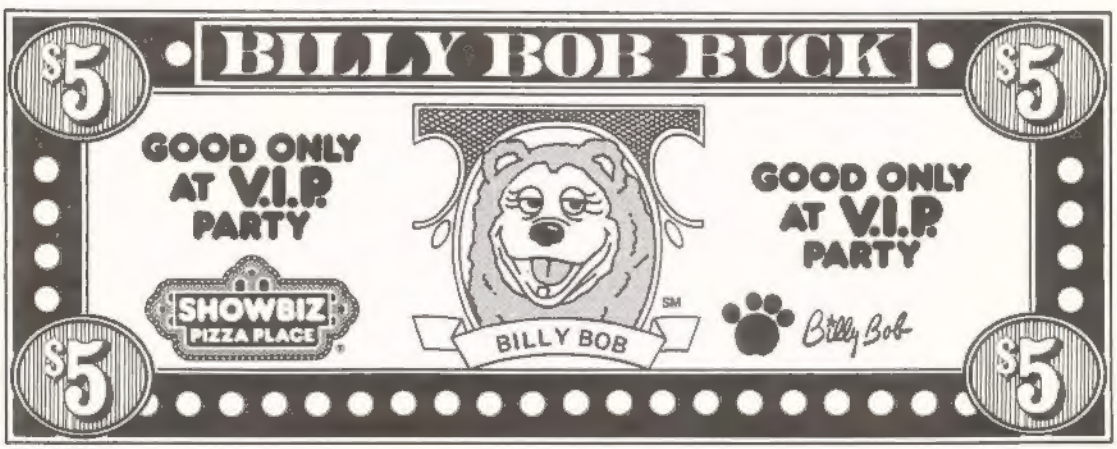

700-103 "SORRY NO CARRY OUT" 5½" x 11"
Black & yellow card with easel



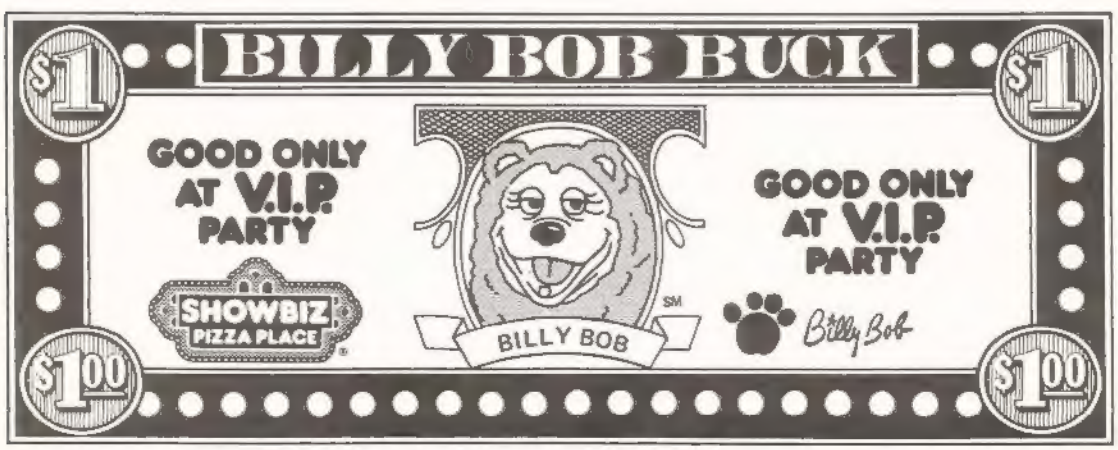

700-104 "NAME TAG" Black on white




700-102A

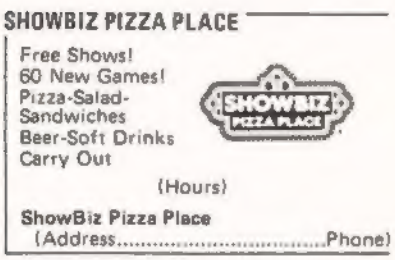



700-102B




700-102C "BILLY BOB PLAY MONEY" 2½" x 6½"
Black on Green

500-503 ENGLISH/SPANISH




500-502

# SPP FRANCHISEE ADVERTISING AND PROMOTION MANUAL

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